

# Anupama Neupane

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## Summary

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UI/UX Designer and Computer Science student with a strong foundation in user-centered design, visual storytelling, and digital interfaces. Experienced in designing logos, mobile applications, and web-based platforms with a focus on clarity, accessibility, and aesthetics. Actively building a diverse portfolio to refine design skills, explore creative solutions, and deliver intuitive, impactful user experiences. Eager to contribute to collaborative design environments and continually grow as a product-focused creative.

## Skills

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**Core Skills:** User Interface (UI) Design, User Experience (UX) Design, Wireframing & Prototyping, Design Systems, Interaction Design, Responsive Design, Design Thinking, Usability Testing, User Research, Information Architecture

**Tools:** Figma, Photoshop, Canva (for visual content or mockups)

**Technical Skills:** HTML, CSS, JavaScript, React, Next.js, TypeScript **Soft Skills:** Collaboration, Communication, Feedback Iteration, Attention to Detail, Problem Solving, Time Management

## Education

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**Kathmandu University**, Dhulikhel, Kavre, Nepal  
Bachelor of Science in Computer Science

*Feb 2021 – Present*

**Kendriya Vidyalaya**, Lazimpat, Kathmandu, Nepal  
+2 CBSE Mathematics and Computer Science

*2017 – 2021*

## Case Study

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**UX Case Study – DOTM License Portal Redesign**  
[View Full Case Study PDF]

*June 2025*

- Evaluated the usability of Nepal's Department of Transport Management (DOTM) portal using Jakob Nielsen's heuristics and a user survey of 119 participants.
- Identified critical pain points including cluttered layout, broken navigation, poor system feedback, and non-functional mobile support.
- Highlighted major accessibility gaps, including lack of screen reader support and CAPTCHA-related task failures.
- Proposed a user-centered redesign focused on clarity, consistency, accessibility, and trust restoration.
- Demonstrated how poor usability discourages digital adoption and contributes to public distrust in e-government systems.

## Projects

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### 1. Hulaki – Personalized News App Design

[Figma Link]

- Designed a secure Nepali news delivery app with distinct UI modes tailored for Gen Z (scrollable), middle-aged (listicle), and general users (grid), based on user survey insights.
- Developed responsive dark/light themes with bilingual (Nepali-English) typography to ensure accessibility and cultural relevance.
- Focused on trust, usability, and personalization to enhance user engagement and build credibility in digital news delivery.

### 2. Personal Portfolio – Aesthetic Web Design

[Figma Link]

- Designed and developed a minimal, pastel-pink-themed portfolio website to reflect a calm, creative, and approachable design personality.

- Built custom components and vector illustrations in Figma for a cohesive visual language and brand identity.
- Prioritized clean layout, readability, and responsiveness across devices for optimal user experience.

### 3. DOTM License Portal Redesign – UX Case Study

[Figma Link]

- Identified major usability issues in Nepal's DOTM portal through heuristic evaluation and user feedback.
- Redesigned the website to optimize space usage, eliminate redundancies, and improve visual hierarchy.
- Ensured UI consistency, accessibility, and responsiveness across desktop.

### 4. Visual Identity – KURCH Club Logo

[Figma Link]

- Designed the official logo for Kathmandu University Research and Collaboration Hub (KURCH) in Figma.
- Circular emerald-green design with handshake and document motifs symbolizing trust, unity, and research exchange.
- Developed a scalable identity adaptable for digital and print mediums.

## Achievements

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### Creativity & Innovation Lead, KU HackFest 2024

Nov 2024

- Led branding and visual design across event platforms, ensuring a consistent and memorable identity.
- Developed interactive challenges and engaging experiences to boost participant excitement and involvement.
- Collaborated closely with design and development teams to deliver user-friendly digital tools for registration, event tracking, and feedback.
- Supported overall event planning and execution to enhance participant satisfaction and innovation culture.

### Outreach and Engagement Head, KURCH

April 2025 - Present

- Designed the official club logo and crafted social media posts using Figma, enhancing brand visibility and engagement.
- Led outreach campaigns that increased participation and awareness of research initiatives.
- Coordinated communication across teams to ensure consistent messaging and event promotion.
- Supported event planning and execution, boosting community involvement in academic activities.